

VENTURE CANVAS

Working through this canvas will help you envision how the pieces of your venture's business model fit together as a system. It maps out how to create value for customers, deliver a valuable experience to them, and capture value back into the business.

Review the example below of what PillPack's canvas could have looked like:

EXAMPLE:

CUSTOMERS EXPERIENCE PROMISE COSTS TEAM & **CAPABILITIES** Recognizable / iconic physical "My Medication Meds Folks on 10+ meds experience: packets, dispenser, Simplified to fit my life" Shipping/ Designers, or steady combo of Developers: build other meds arrive every 2wks scheduled meds packaging Rational: Straightforward, delightful Advertising brand, customer Value convenience, Manage & simplify communication w/pharmacist & PR! experience (Elliot, simplicity process of taking & Salaries Matt, Jordan) Tech-comfortable storing meds PharmDs: service, Digital dashboard shows big Rent Caregivers=big Take meds at right picture & detail of all meds knowledge, quality (pharm & influencers! times control (TJ, Emily) I Feel unburdened, confident & office) Delivered on time. In control, supported convenient Equipment Marketing: Personal service (computers. Acquisition! (Jacqui) robots) Operations (Chris) **Emotional:** Peace of mind, confidence Less burdened Supported by **PARTNERS** pharmacy team Med suppliers Packaging Manufacturers (dispenser) **PRICING** Co-pays billed every 4 wks Reimbursements from insurance companies



Now, fill out the canvas below for your venture. Do this periodically to see where your venture is strongest, what things you still need to design or prototype and what questions come up for you and your team. This tool works hand-in-hand with your Venture Story Madlib.

